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Microsoft's New Search at Bing.com Helps People Make Better Decisions

May 28, 2009 |



REDMOND, Wash. — May 28, 2009 — Microsoft Corp. today unveiled Bing, a new Decision Engine and consumer brand, providing customers with a first step in moving beyond search to help make faster, more informed decisions. Bing is specifically designed to build on the benefits of today's search engines but begins to move beyond this experience with a new approach to user experience and intuitive tools to help customers make better decisions, focusing initially on four key vertical areas: making a purchase decision, planning a trip, researching a health condition or finding a local business.

The result of this new approach is an important beginning for a new and more powerful kind of search service, which Microsoft is calling a Decision Engine, designed to empower people to gain insight and knowledge from the Web, moving more quickly to important decisions. The new service, located at <http://www.Bing.com>, will begin to roll out over the coming days and will be fully deployed worldwide on Wednesday, June 3.

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